



**AWARD WINNER:
PP MONO BLISTER
FULLY RECYCLABLE**



GERMAN
PACKAGING
AWARD

SUSTAINABILITY
WINNER
2021

KNOW-HOW WITH PP MONO SOLUTIONS FOR OVER 30 YEARS

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HOW TO MAKE SUSTAINABLE PACKAGING ATTRACTIVE

Sustainability is one of the key drivers for producers to change to alternative packaging solutions for their products. The positive trend is particularly evident in the pharmaceutical and food supplement sectors. The less environmentally friendly blister standard is increasingly being replaced by a fully recyclable PP mono solution.

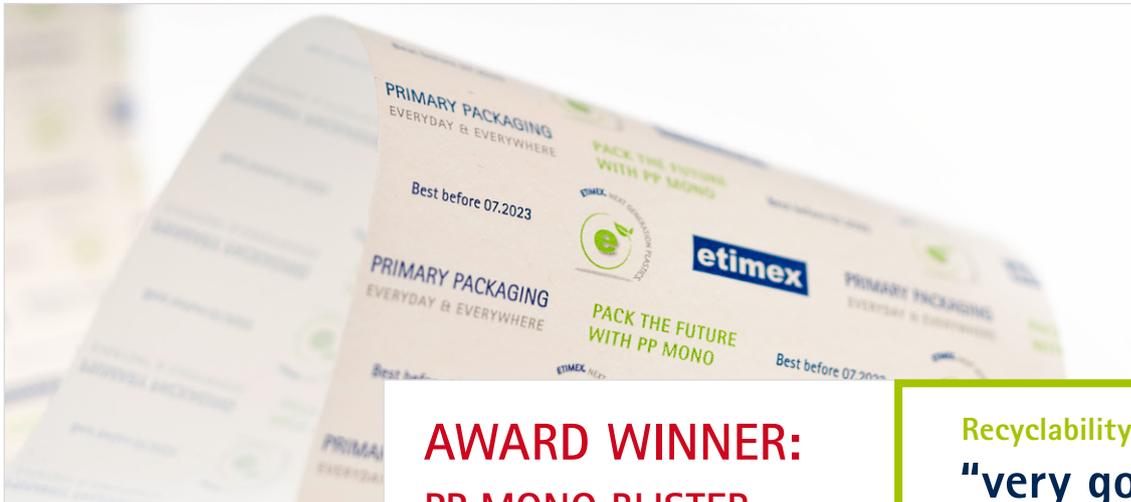
When more and more companies, including major players, increasingly focus on more sustainable solutions for the packaging of their products, this sends important signals to the entire market. On the manufacturer side, ETIMEX Primary Packaging GmbH has been focusing on this topic for quite some time. "The environment is increasingly becoming a focus for companies. This is enormously important and strengthens us in our chosen path of making sustainable solutions as attractive as possible for our customers," says Martin Rank, Head of Sales & Marketing at ETIMEX. The established packaging manufacturer from Dietenheim has been focusing for years on making sustainability in the packaging process a highly attractive alternative for their customers – in the form of environmentally friendly packaging solutions with even better material properties.

The conventional blisters are not recyclable due to the use of plastic thermoforming films in combination with a lidding film made of aluminium or PVC and therefore not a standard for the future.

This is why ETIMEX provides their customers an environmentally friendly alternative.

An excellent solution: the winner of the German Packaging Award for Sustainability

In the Purelay® Pharm blister, both components of the blister are made of fully recyclable PP mono. For this forward-looking contribution to more sustainability in the packaging industry, ETIMEX even got the German Packaging Award for Sustainability 2021. The environmental services provider Interseroh also rates the solution in the Made for Recycling certificate as "very good" in the area of recyclability with 19 out of 20 points. Julian Thielen from Interseroh explains the positive rating: „In our daily work we try to uncover even the smallest optimisation potentials in packaging. Sometimes, however, it is just simple material decisions that massively improve the recyclability of a packaging. For example, the replacement of PVC and aluminium to a PP mono packaging is a massive improvement in recyclability while maintaining the same technical packaging properties."



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Purelay® Pharm and Purelay® Lid – fully recyclable with best barrier properties

As the so-called mono material blister is entirely made of polypropylene, it fulfils the aspects of recyclability that are required of responsible packaging today.

For companies in the pharmaceutical and food supplement sectors, the solution is attractive for yet another reason: as a packaging material, polypropylene provides an excellent barrier against moisture, as well as high transparency and excellent wall thickness distribution of the thermoformed tablet blister. The quality of the high water vapour barrier can be easily checked during the packaging process – it is sufficient to measure the wall thickness distribution. The Purelay® Lid component is a push-through plastic film made of filled polypropylene – an innovative alternative to the well-known aluminium push-through films.

This way, the changeover to an environmentally friendly packaging solution goes smoothly.

But how does the change to a more sustainable solution like Purelay® work for manufacturing companies? It is all about having the right expertise, effective synergies and a cooperative partnership between the manufacturers involved. A well-established packaging manufacturer like ETIMEX not only has years of experience, but also a strong network in the industry.

In the end, this is exactly what ensures a smooth process for the manufacturer during the changeover of the packaging material.

It is important to have a strong partner to count on who knows exactly what is important in communication and in the ongoing project: jointly determining the roadmap, testing formulations, providing test material.

This way, the changeover can succeed quickly and smoothly.

There is no doubt that the change to a fully recyclable packaging solution is worthwhile. Not only for manufacturers, but also for the environment. Because the unmistakable advantages in terms of sustainability and improved material properties outweigh the one-time effort of the transition in the long term – especially with the right partner at your side.

Find more information at
unter www.etimex.de



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